

**METHOD AND SYSTEM FOR DYNAMIC TEXTUAL AD  
DISTRIBUTION VIA EMAIL**

**ABSTRACT**

A system and method for providing dynamic pay-for-placement advertisements via  
5 graphics-enabled email that generates a display of advertisements when the email newsletter is  
opened so the advertisements displayed are based on rankings at the time the email is opened  
instead of when the email was generated and transmitted. In one embodiment, a graphical-  
content email having one or more embedded advertisement image references is provided to one  
or more email recipients. The advertisement image reference, in one embodiment, may include  
10 query string parameters indicating the context of the image reference and/or portion of the image  
reference (i.e., identifying the image reference as being part of a particular newsletter email), a  
position of the image reference in the email display, and the like. A URL reference also may be  
included with each advertisement image reference (e.g., one URL for each advertisement  
portion of the image to be retrieved by the advertising image reference).

15